

EPA Clean Power Plan A Practitioner's Perspective



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NH SAVES
we all win



energize CT
CONNECTICUT

Empowering you to make
smart energy choices

OUR GOAL IS SIMPLE:

**Help customers
optimize their
energy use.**

Aligning Goals: Elements to Achieve CPP Targets

- **Progressive Enabling Mechanisms**
 - Energy policies and plans
 - Regulatory constructs
 - RGGI
- **Scale** – Achievement of EE at meaningful levels
- **Speed** – Ability to deliver EE to market in real-time
- **Capability** – Energy efficiency infrastructure

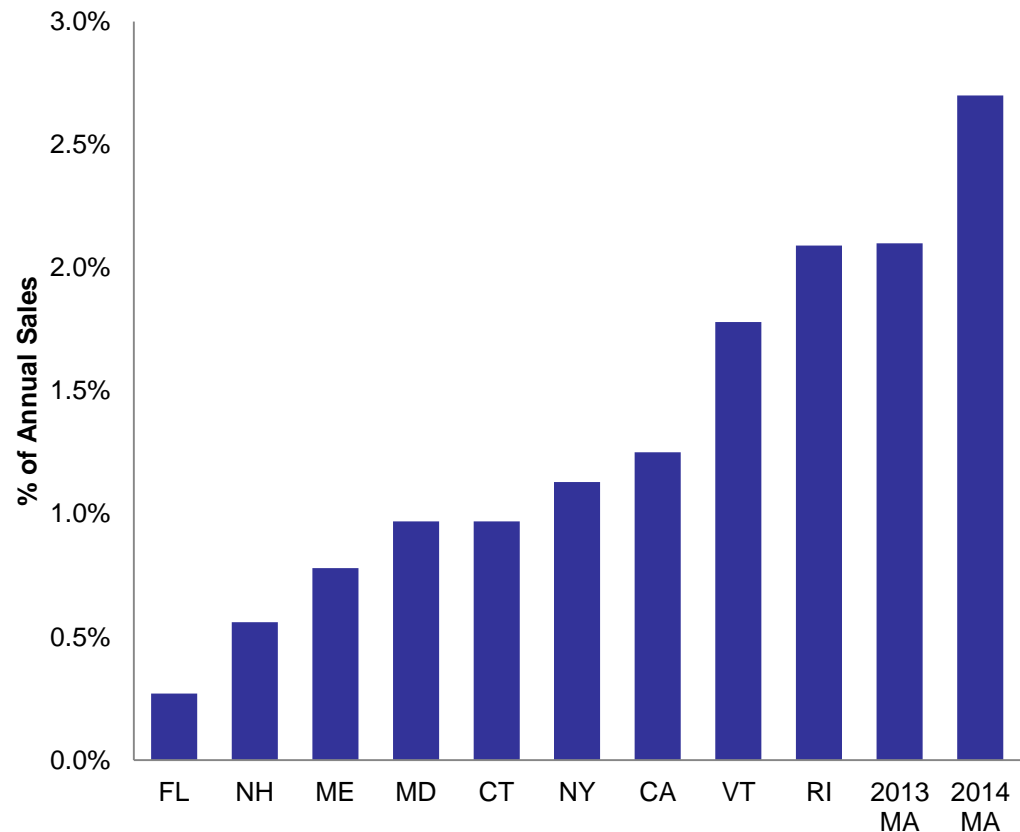
Energy Efficiency Is A Priority

**Massachusetts #1
four years in a row
by ACEEE**

**Connecticut ranked
between 5-6 past
four years by ACEEE**

**Each state on track
to deliver on its three
year goals**

Leading Nationally



Sources: ACEEE 2014 Scorecard; MA 2014 Q4 Report

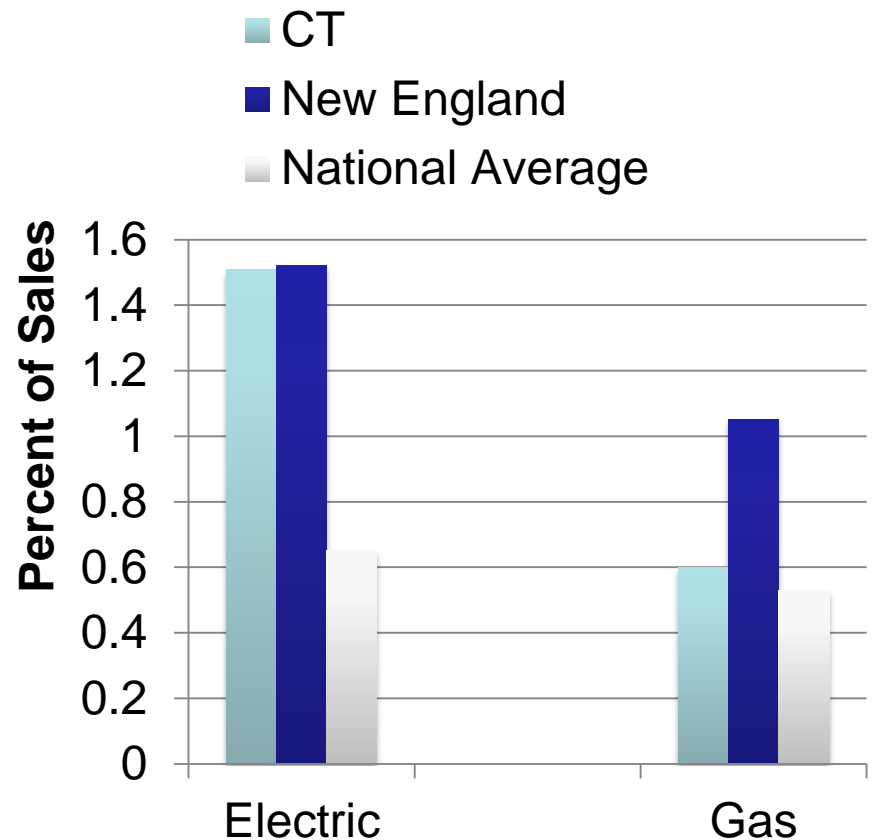
Connecticut Three Year Plan

2016-2018 Programs will provide \$1.4 B in net Benefits and \$0.7B in Customer Incentives

Estimated 24,000 job-years and \$2.1 Billion in GDP

3 Year energy savings equivalent to the output of a 262 MW power plant; ISO-NE forecasts declining sales

Savings from Efficiency 2016-18



Source: CT Energy Efficiency 2016-18 Plan, September 24, 2015.

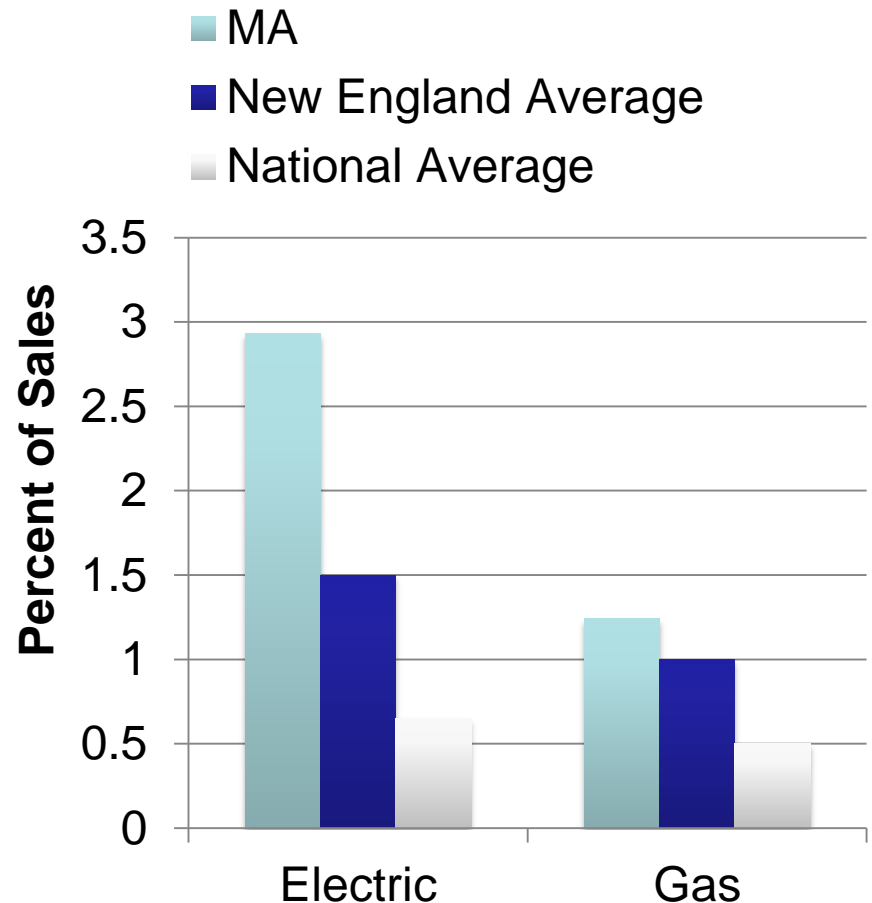
MA Continues to Lead Nation

2016-2018 Programs will provide \$8.0 B in Benefits and \$1.8 B in Customer Incentives

MassCEC estimates 65,000 EE workers in MA and more than 4,000 firms

Energy savings equivalent to the output of a 500MW power plant; ISO-NE forecasts declining load

Savings from Efficiency



2016-2018 Challenges and Solutions

Building Codes: Reduced opportunity in customer facilities

- Codes and Standards advocacy efforts to provide training and ensure code compliance

Equipment Baselines: Increasing baselines decrease savings

- Support new products and new tactics to get to existing equipment
 - Examples – Upstream ECM pumps, or Early Boiler Replacement

Lower Avoided Costs: More challenging to achieve cost effectiveness

- Shift to the appropriate retail channels for cost effective product support
 - Example – Upstream Water Heating Equipment

Lighting: EISA Standards and evaluations reduce attributable savings

- Opportunity remains in Residential and C&I Linear products; LED support essential for converting sockets to most efficient lighting option.

HOW DO WE

Engage

Customers?

WHAT'S OUR

Value

Proposition?

Market Based Approach

Market Analysis

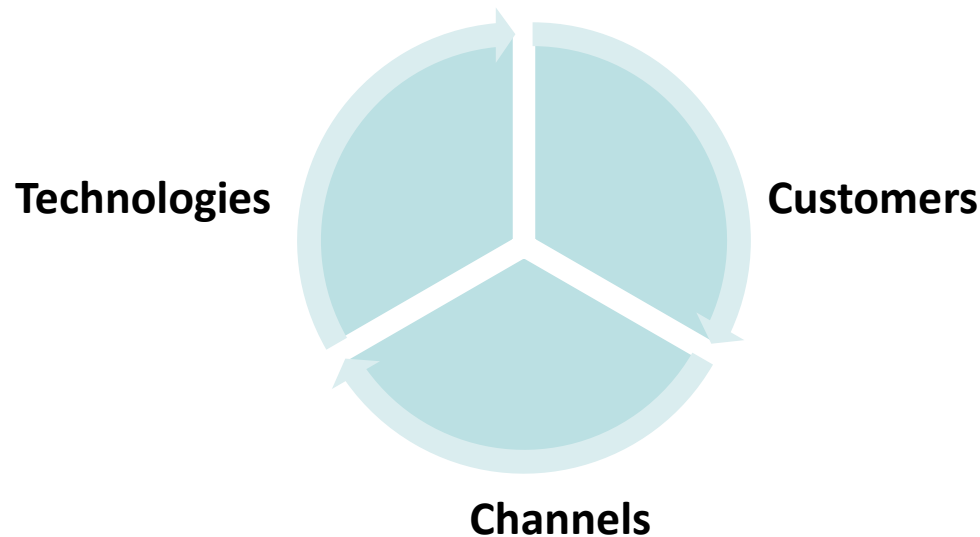
What the
Market
Looks Like

Market Selection

Who We
Go After &
How

Marketing Mix

What We
Sell & How
We Sell It



Thank you!

EVERSOURCE

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